

Promoting Private Sector Employment (PPSE)

a Swisscontact led project in a consortium with Riinvest Institute and PEM Consult funded by the Swiss Agency for Development and Cooperation – Office in Kosovo (SDC)



FamTrip Kosovo

For the first time in Kosovo, an international familiarization trip has taken place with international tour operators and journalists, with the objective to create contacts between domestic and international tourism businesses.

This tour was organized by AltaVia Travel and was funded by the PPSE project and USAID Empower Private Sector, as well as by the French Embassy in Kosovo. During the trip, 25 participants from all over the world experienced Kosovo up close. Klan Kosova has made a reportage of their visit, which you can watch by clicking [here](#).



Tourism InfoPoints

Orgis, a tourism marketing agency in Prishtina/Pristina, is attempting to solve one of the problems in the tourism sector –the lack of information regarding tourism products and services. Orgis has successfully installed 15 information points in hotels, hostels, and restaurants with over 10 tour operators' and product owners' information. Moreover Orgis has managed to install tourism info points at the Prishtina/Pristina International Airport "Adem Jashari". The info points, are easily recognizable, and contain information for both international and domestic visitors.

Aggregation Services

See what Hartim Gashi of Abi Elif 19 has to say about PPSE's food processing aggregation services intervention by clicking on the video on the right.



"Hisja" – Raising Awareness on Property Rights

Kosovo Women's Network in cooperation with the Center for Arts and Communities "Artpolis" supported by PPSE, on behalf of the campaign on "Property rights and gender equality" has completed a series of theater plays called "Hisja" – which literally means "The property". The campaign aims at raising awareness regarding joint property registration and joint property inheritance through equal rights to men and women. Kosovo Women's Network, is also showcasing stories of women registering their properties, such as this one [here](#).

The plays were shown in main theaters throughout Kosovo, during the month of July 2016, with the first show at Dokukino in Prizren. The play will also be made available on video soon.

Kosovo's sleeping beauty

This season's long queues of Kosovo's domestic and diaspora tourists at the Radavci Cave in the Rugova valley signify an increase in the number of visiting tourists. The Radavci Cave, was a PPSE Opportunity Fund investment through the Aragonit Speleo Association, who in cooperation with the Municipality of Peja/Pec, have managed to functionalize the famous cave.

The cave was [solemnly marked open](#) by the Mayor of the Municipality of Peja/Pec Gazmend Muhaxheri, Swisscontact country director and PPSE project manager Sigrid Meijer, and Swisscontact CEO Samuel Bon.

Many TV reportages have covered the newly found fame and success of the cave. To view the reportage of TV21, please click [here](#).



The Via Ferrata – Ari

Check out our video on the Via Ferrata with interviews with our tourism facilitator Blerina Batusha Xërxa, NGO Marimangat, as well as tourists visiting the region.



Open Field Day – Xerxe/Zrze - Rahovec

Agrocelina, a PPSE intervention partner on aggregation services, has organized an open field day related to the promotion of techniques and modern technologies, and the use of crystal fertilizers through drip irrigation. During the opening ceremony, Fehim Rexhepi, the owner of the collection center Agrocelina welcomed the guests, as well as the directors of agriculture of the municipalities of Rahovec/Orahovac, Gjakova/Dakovica, and Prizren. Agrocelina's coordinators (pictured) had arranged for informational flyers to be given to participants .

Check out the [video story](#) here.

Click [here](#) for pictures..

Kosovo tourism statistics using the EUROSTAT method

The Agency of Statistics of Kosovo has been trained to collect tourism data using the EUROSTAT method. Ground and airport border police have completed the training organized and supported by PPSE, and now tourism statistics will be available to businesses and policymakers in order to help them in planning and decision making. This will also help identify all persons entering Kosovo, thus putting Kosovo in line with European countries regarding tourism data collection.

Furthermore, Riinvest Institute has finished the supply side and exit survey for the western region (Peja/Pec, Junik, Decan) for tourism for 2015, which can be found [here](#).

Nonwood forest products – now a focus of PPSE

In Istog/Istok, through the help of PPSE, Agroproduct – a leading medicinal and aromatic plants collector, buyer, and seller, presented to the participating farmers the benefits of cultivating two types of flowers.

Farmers who have already planted the cultures, were informed about the new techniques used for handling the products in cases of humidity.

The PPSE team has signed an intervention agreement with Agroproduct for the non-wood forest products subsector, which will enable the commercialization of the cultivation of such products through signing five year contracts between 135 farmers and Agroproduct.



eKSplorer summer edition

[Gazeta Express](#) has reported that the PPSE funded outdoor tourism fair eKSplorer summer edition has transformed Prishtina/Pristina's weekend into a tourism resort by displaying many types of products and services never seen before. This season's fair was more frequented compared to the winter edition, as it was set up around Kosovo's own swimming champion Tiera Kosumi, who was improvising and allowing youngsters to actually dive with her in a simulated shallow pool. Moreover, Tiera Kosumi has also been featured as a role model in PPSE's women's economic empowerment #youcantoo campaign, which you can watch by clicking [here](#).



The Zip Line in the west of Kosovo – a tourism product supported by the Opportunity Fund

Through the Opportunity Fund mechanism, PPSE has co-supported one of the most attractive tourism products, the ZIP LINE through NGO Marimangat. The Zip Line consists of a pulley suspended on a cable made of stainless steel, and it is used for recreational tourism purposes. Check out the video on the left.

Seedling planting machinery available through PPSE

PPSE has supported a machine which helps farmers plant seedlings at ease. The video on the right was shared with the PPSE team by AgroCelina's manager Edon Regjepi, who has demonstrated the use of the machine at Arsim Fetahu's farm in Xerxe/Zrze.



May 1st, 2016 – September 1st, 2016

[The Association of Journalists](#) in cooperation with PPSE has organized [the ceremony](#) of distributing the winning prizes for the journalists with the most attractive publications related to tourism in Kosovo. Such publications were a result of a three day tourism visit in the west of Kosovo, in order to stimulate the promotion of tourism. There were awards for the best TV segment, best online article, best camera, and best photography.

- **Best TV reportage** was awarded to [KTV Arta Avdiu](#).
- **Best online article** was awarded to [PREPORTER Leonidë Molliqaj](#).
- **Best camera** was awarded to [TRIBUNA CHANEL Endrit Krasniqi](#).
- Best photography was **eliminated** as a category because there was only one applicant. The jury decided to award the prize to the second article with most points, to [GAZETA FJALA Gentiana Hasani](#).



PPSE supported actors featured in Swissinfo.ch

Swissinfo.ch part of the Swiss Broadcasting Network, has featured Kosovo's tourism and wood processing industry actors in an extensive video article. Julie Hunt, the journalist in charge, has visited Kosovo, and has met with actors and market players of the industries. Click on the picture to the left to take you directly to the article and the videos.

